

IRDETO BROADBAND FOR SPORTS

Digital consumers expect to be able to get access to the content they want, when they want, on the device they want. On the evening commute, in the office, in the break room, in the waiting room or anywhere that consumers have an Internet connection, they expect instant access to up-to-date content regarding the sports, events and teams that they enjoy.

The Irdeto Broadband for Sports solution is for content owners and distributors who want to offer their customers the ability to access streamed live and archived sports content on their PCs, mobile devices, game consoles or any broadband-connected device. A service based on the Irdeto Broadband for Sports solution gives operators the edge they need to compete in the Internet age.

KEY BENEFITS

Irdeto Broadband for Sports allows content owners and distributors to:

- Create a "Media Hub" to publish and secure sports content to broadband-connected consumers, mobile operators and affiliate partners
- Maximize revenue opportunities with streaming live sports events, highlight clips and catch-up content, in addition to live events
- Offer targeted, branded team or league content and experiences to fan groups
- Allow consumers to enjoy content on any broadband-connected device
- Protect content with DRM, subscriber authentication and authorization

CASE STUDY

The Irdeto customer's identity in this case study must be protected due to the customer's corporate policies regarding written endorsements.

For a regional U.S.-based sports network that turned to Irdeto, the specific challenges included:

- Expand its presence to reach a global online audience.
- Protect and transport relevant content to a brand new online entity without losing vital information or audience share.
- Create a new web presence that delivers regional sports news via high-definition video over the Internet.
- For the regional sports network, Irdeto was selected based on the following:
 - Irdeto provides an all-in-one comprehensive solution for the customer's content management and video-server needs that make for easier management of workflow as different video feeds move securely from the server to the web site.
 - Irdeto offers the client an intuitive way to easily and instantly publish news stories with embedded video links.
 - Irdeto automatically updates content and thumbnails as soon as new stories are published so that visitors always have the most up-to-date information.

The sports network's web service was up and running within six months. The sports network has recently created more than 40 RSS feeds to keep its online audience up-to-date on the latest sports news. Additionally, given the growing interest in more in-depth coverage within each sports category, the network is planning to create separate channels for each sports team that will be built from its home page. Since Irdeto is flexible, scalable and cost-effective, the client will be able to more quickly add these new dimensions to its web site. A web site that continues to grow in popularity due to its high-quality content and accompanying video supported by Irdeto.



THE SOLUTION

Irdeto Broadband for Sports is a complete solution for sports content owners or distributors who wish to offer their consumers the ability to access streamed live and archived events from any broadband-connected device.

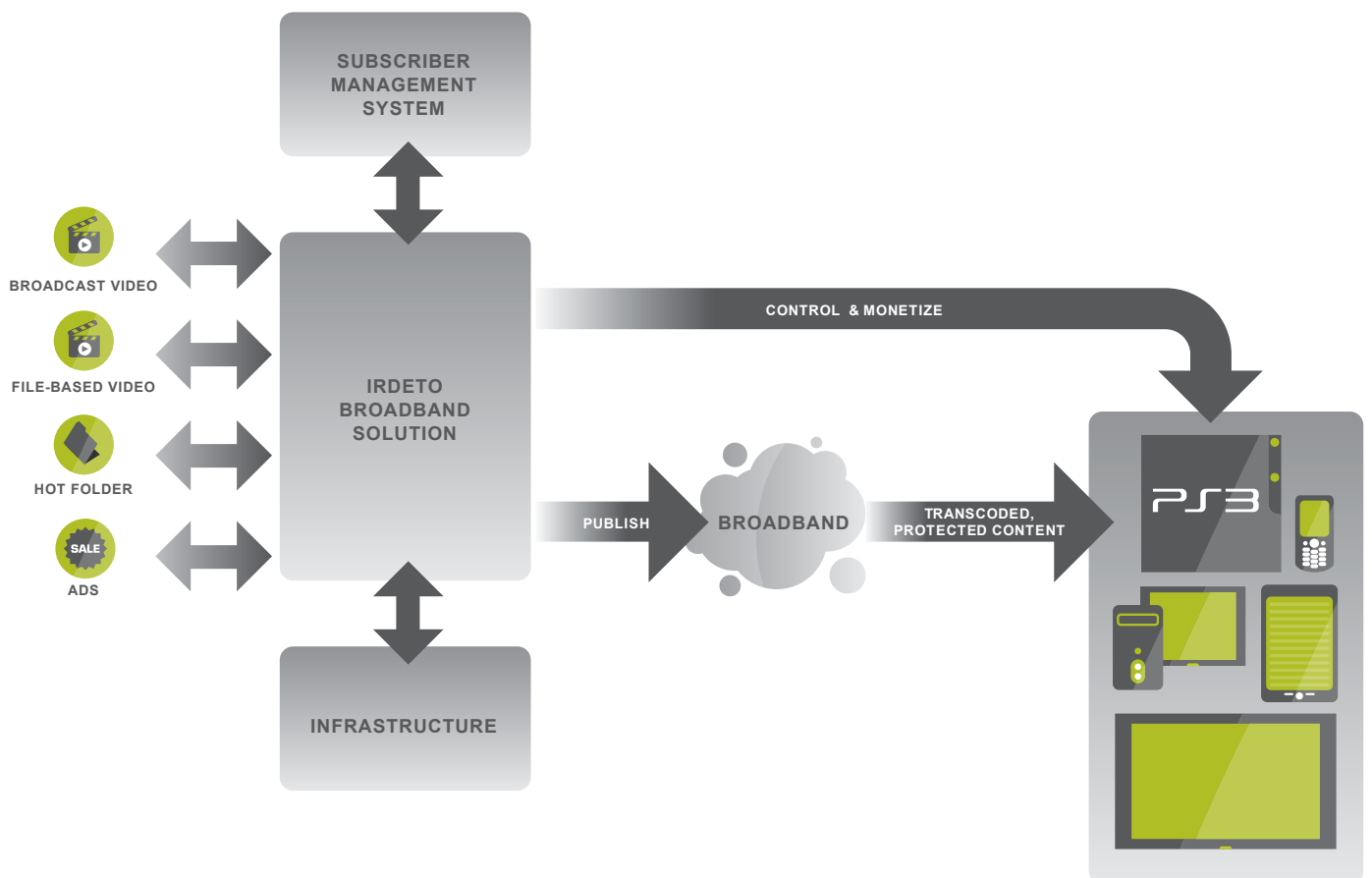
KEY FEATURES:

Irdeto Broadband for Sports gives operators:

- End-to-end workflow management from ingestion to usage reporting
- A single content management and distribution platform for all services
- A variety of content protection schemes tailored to the operator's needs
- User-friendly and customizable PC players with adaptive streaming
- Many content purchase and rental models to choose from for both streaming and download

THE SOLUTION CONSISTS OF:

- **PUBLISH:** Content management infrastructure
- **CONTROL & MONETIZE:** Rights and user management technology
- **APIs:** linking to subscriber management systems
- **PLAYERS:** Standards-based or proprietary player applications depending on platform (e.g. Silverlight 4, Flash player-based front-end embedded in an existing or affiliate web site)



Some components of the solution can be purchased on a software-as-a-service (SaaS) model, while others can be licensed for the operator to host and manage. All Irdeto Broadband implementations allow the customer to make a choice about which Irdeto and which third-party components are to be used. This allows for integration with legacy systems as well as with other best-in-class suppliers and creates an overall system that meets the operator's exact requirements.

FEATURE HIGHLIGHTS

PUBLISH

- High definition (HD) or standard definition (SD) video can be ingested from a live feed, studio or distributor environment using the video encoding solutions.
- File-based video content can be ingested by integration of the video editing and broadcast production systems.
- Ad-break points may be marked and simple editing may be accomplished from within the Irdeto Publish product.
- Integration with the Broadcast Business Systems for ingest of schedule and event metadata.
- Content categorization.
- Manage and edit metadata through custom edit tools adapted for sports metadata.
- Transcode content to correct format for the PC.
- Apply protection technologies and business models.

CONTROL & MONETIZE

- Content may be linked to business policies and entitlement categories at the time of ingest.
- Consumer authorization is usually accomplished by mapping entitlements from the operator's subscriber management system (SMS) to Irdeto's Control system, which has a flexible and powerful business policy management structure that can accommodate subscription-, rental-, and purchase-based models.
- Business models and entitlements determine what restrictions apply with respect to usage – such as how many times content may be watched, within what time windows and subject to whatever transfer rights might apply.
- Regional restrictions may also be applied to ensure that content is only distributed within the region for which rights have been acquired.
- Irdeto takes a DRM-neutral approach to on-line content because some device ecosystems may mandate the protection technology to be used. A number of DRM systems are currently supported, including Microsoft

DRM, PlayReady and Adobe Flash Access 2.0. Various non-DRM token authentication systems from major content-delivery networks are also supported as an alternative to DRM.

- Consumption of media on-line is measured and logged against each consumer in a data warehouse that is accessible via a reporting API that may be linked to an operator's customer relationship management (CRM) system.
- Basic reports are available through an on-line reporting interface.
- Irdeto's PCI-compliant Monetize solution may be used to manage credit-card-based payment processes if desired.

PLAYERS

- Various player solutions per platform.
 - *PC: A skinable Silverlight 4 or Flash Player-based front-end that can be embedded in an existing or affiliate web site*
 - *Mobile: Standard or custom-developed player applications*
 - *Set-top box (STB): Any player following the RSS-TV specification for broadband content navigation*
- Adaptive bitrate (Smooth Stream or Dynamic Bitrate) technology is used to ensure the maximum-possible streaming quality no matter how constrained the network.
- Textual search capability.
- A content item can be deep linked from another web site (such as a team, league or opposing team site).
- Content may be accompanied by video advertising based on customizable templates for that sporting event.

The solutions are scalable and can be easily expanded in terms of functionality, scope and content processing capacity as requirements dictate.